

Message Text

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FM AMCONSUL FRANKFURT

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TAGS: BEXP, ETRD, GW, US

SUBJECT: 1979 GERMAN TRAVEL AGENTS CONVENTION TO BE HELD
IN WASHINGTON, D.C.

1. FOLLOWING INFORMAL DISCUSSIONS WITH USTS AT
AMCONGEN FRANKFURT THE EXECUTIVE BOARD OF
THE "DEUTSCHER REISEBUERO VERBAND" (DRV), THE
PROFESSIONAL ASSOCIATION OF THE GERMAN TRAVELINDUSTRY,
HAS VOTED TO ACCEPT AN INVITATION, EXTENDED BY THE
ASSISTANT SECRETARY OF COMMERCE FOR TOURISM (UNITED
STATES TRAVEL SERVICE) TO HOLD ITS 1979 ANNUAL
CONVENTION IN WASHINGTON, D.C. IN OCTOBER OF THE
YEAR. PARTICIPANTS WILL BE SOME 800 ACTIVE AND
300 ASSOCIATE DRV MEMBERS REPRESENTING ALL MAJOR
SEGMENTS OF THE GERMAN TRAVEL NDUSTRY, I.E., RETAIL
TRAVEL AGENTS, TOUR OPERATORS, WHOLESALERS, AND
ASSOCIATE MEMBERS FROM THE ACCOMMODATIONS,
TRANSPORTATION, AND RELATED INDUSTRIES. WHILE THE
DRV ANNUAL CONVENTION IS USUALLY HELD IN
ANOTHER EUROPEAN COUNTRY IN ALTERNATE YEARS THIS
WILL BE THE FIRST TIME THAT THE GERMAN TRAVEL TRADE
WILL HOLD THIS MEETING OUTSIDE OF EUROPE. USTS
FRANKFUT HAS RECEIVED ASSURANCES OF FULL SUPPORT
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FROM PAN AMERICAN WORLD AIRWAYS AND OTHER U.S.
TOURISM INDUSTRY REPRESENTATIVES.

2. THE DECISION OF THE DRV TO HOLD ITS 1979
ANNUAL MEETING IN WASHINGTON TESTIFIES TO INDUSTRY-
WIDE RECOGNITION OF THE GROWING ECONOMIC IMPORTANCE
OF THE UNITED STATES AS A TOURISTIC DESTINATION FOR

GERMAN TOUR PRODUCES AND RETAIL TRAVEL AGENTS. IT WILL ALSO GIVE THE UNITED STATES AN OPPORTUNITY TO IMPRESS AND MOTIVATE A BROAD, HITHERTO RELUCTANT, SEGMENT OF THE TRAVEL TRADE WITH THE QUALITY, ATTRACTIVENESS AND AFFORDABILITY OF THE U.S. TOURISTIC PRODUCT, THROUGH OFFICIAL COURTESIES AND A SERIES OF WELL-PLANNED POST-CONVENTION FAMILIRIZATION TOURS.

3. GERMAN TOURIST TRAVEL TO THE UNITED STATES HAD BEEN UP IN 1976 IN PART DUE TO THE BICENTENNIAL. IF THERE IS A FURTHER INCREASE IN 1977, IT WILL PROBABLY BE MODEST. THE DRV DECISION TO HOLD ITS 1979 CONVENTION IN WASHINGTON IS AN IMPORTANT BREAKTHROUGH AND AN OPPORTUNITY TO ACHIEVE AN INCREMENTAL INCREASE IN GERMAN TOURIST TRAVEL TO THE U.S. IN SUBSEQUENT YEARS. WE HOPE STATE, COMMERCE AND OTHER INTERESTED AGENCIES WILL LEND ALL PARTICAL SUPPORT TO THIS ENTERPRISE AND WILL PUT FORWARD OUR IDEAS AND SUGGESTIONS FOR THAT SUPPORT IN LATER COMMUNICATIONS. LEHMANN

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